

FRAGRANCE AND PERSONAL CARE

Pop-up brings I-beauty to Miami

November 2, 2018



Beauty Made in Italy is run by the Italian Trade Commission. Image credit: Beauty Made in Italy

By STAFF REPORT'S

The Italian Trade Commission's Beauty Made in Italy campaign is debuting its first pop-up shop, furthering its mission to bring more awareness to the country's personal care offerings.

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Opening Nov. 5, the temporary store at Miami's Brickell City Centre will carry products from eight brands ranging from skincare, haircare, shaving and cosmetics. Situated inside La Centrale - Italian Food Hall, the pop-up puts the focus on the links between Italian cooking and beauty, including the shared ingredients.

Italy in Miami

Beauty Made in Italy's pop-up will feature more than 120 products from brands within the trade program.

Fittingly, the store is being hosted in La Centrale, an emporium of Italian restaurants, bars, cafes and markets.



La Centrale at Brickell City Centre. Image credit: La Centrale

On Nov. 6, Beauty Made in Italy is holding an influencer event to kick off the pop-up. Hosted by Cosmetica Italia president Renato Ancorotti, the evening will include a cocktail reception, product showcases and demonstrations and a dinner.

Each of the five courses and all of the cocktails take reference from products featured in the pop-up. For instance, Skin & Co Roma's Truffle Therapy collection was translated into a Cacio e Pepe black truffle pasta, while a lemon-scented hand cream from Carthusia's Mediterraneo is embodied in a fluke fillet featuring coconut and candied lemon.

An opening night reception on Nov. 7 will invite press, retailers and industry executives to the venue to explore the pop-up.

Allowing the pop-up to reach consumers during the holiday shopping season, it will be open until Jan. 5.

Despite being a major production hub for beauty goods, Italy has remained under-the-radar in the category, but a national initiative aims to bring the country's cosmetic makers to the forefront.

During a panel discussion at the Italian Trade Commission, moderated by Women's Wear Daily's executive beauty editor Jenny B. Fine, speakers noted the differentiated approach to beauty in Italy, as well as the opportunities and challenges for Italian beauty brands attempting to enter the U.S. market. Through a mix of education and storytelling, European brands can position themselves to reach an American audience that is seeking out innovation and newness ([see story](#)).

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